



# Department of Defense

## DIRECTIVE

January 2, 1997  
NUMBER 5160.48

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ASD(PA)

SUBJECT: DoD Public Affairs and Visual Information (PA&VI)  
Education and Training (E&T)

- References:
- (a) DoD Directive 5160.48, "Department of Defense Information Training, " February 2, 1964 (hereby canceled)
  - (b) Deputy Secretary of Defense Memorandum, "Functional Transfer and Consolidation of Service Training Activities at Fort Meade under DoD Field Activity, " July 28, 1992
  - (c) DoD Directive 5122.5, "Assistant to the Secretary of Defense for Public Affairs (ATSD (pA) ) , " December 2, 1993
  - (d) DoD Directive 5122.10, "American Forces Information Service (AFIS) , " February 14, 1995
  - (e) AR 351-9 /OPNAVINST 1500.27 D/AFR 50-18 /MCO 1580.7C, "Interservice Training, " July 1, 1986
  - (f) Chairman of the Joint Chiefs of Staff Instruction 3500.01, "Joint Training Policy for the Armed Forces of the United States, " November 21, 1994<sup>1</sup>

### A. REISSUANCE AND PURPOSE

This Directive:

1. Reissues reference (a) .
2. Establishes policy and updates responsibilities for PA&VI E&T in the Department of Defense.
3. Designates the Defense Information School (DINFOS) , Fort Meade, MD, as the principal source of PA&VI E&T in the Department of Defense.
4. Implements PA&VI E&T policies in references (b) through (f) .

### B. APPLICABILITY

This Directive applies to the Office of the Secretary of Defense (OSD) , the Military Departments (including the Coast Guard when it is not operating as a Military Service in the Navy by agreement with the Department of Transportation) , the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Defense

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<sup>1</sup>Available from the Secretary of the Joint Staff, Information Management Division, The Pentagon, 400 Joint Staff Boulevard, Washington, DC 20318-0400

Agencies, and the DoD Field Activities. The term "Military Services, " as used herein, refers to the Army, the Navy, the Air Force, and the Marine Corps.

### C. DEFINITIONS

1. Joint-Service Training. Consolidated training for two or more Military Departments, including the Coast Guard.

2. PA&VI E&T. Includes all joint-Service PA&VI E&T to support the mission areas of community relations, media relations, internal information, VI, and combat camera. Specific career fields in PA&VI include broadcasting (radio and television), journalism (photo, broadcast, electronic, and print), still photography, videography, electronic imaging, graphic arts, and related maintenance specialties.

3. Service-Specific Training. Training to meet the requirements of a single Military Department.

4. Training Task Selection Board (TTSB). The principal forum for Military Department representatives to identify and establish career field training requirements to the American Forces Information Service (AFIS). Those requirements provide the basis for development of E&T programs at DINFOS or other sources, such as contract training. Other DoD Components that have the authority to establish training requirements may participate in the TTSB process.

### D. POLICY

It is DoD policy that:

1. Uniform, standardized, and cost-effective E&T programs shall be established and maintained to meet DoD E&T objectives for the career fields of PA&VI. Those programs shall meet the near-term and long-term career development requirements of DoD military and civilian personnel.

2. The DINFOS shall be the principal resource in the Department of Defense for joint-Service E&T in the career fields of PA&VI. The DINFOS shall educate and train military and civilian members of all the Military Departments and the Coast Guard, as well as other DoD Components. The DINFOS may provide E&T to other Federal Agencies and international students on a space available and reimbursable basis.

3. All common core E&T curricula in the career fields of PA&VI shall be consolidated where possible to ensure that training is accomplished in the most cost-effective manner. Service-specific training shall be accomplished with joint-Service training where collocation is cost effective.

4. A uniform process shall be established by which the Military Departments and the DoD Components that have the authority may establish PA&VI career field common core and Service-specific E&T requirements as the basis for training program development at the DINFOS .

E. RESPONSIBILITIES

1. The Assistant Secretary of Defense for Public Affairs shall:

a. Provide the Secretaries of the Military Departments and the Directors of the Defense Agencies with policy guidance in their respective areas of responsibility for DoD PA&VI E&T.

b. Provide oversight to the Director, AFIS.

c. Establish joint-Service E&T requirements for personnel assigned to joint billets in the career fields of PA&VI.

d. Ensure that the Director, AFIS, shall:

(1) Provide oversight of planning, development, consolidation, execution, and evaluation of E&T programs provided by the DINFOS and other sources to meet Military Department training requirements in the career fields of PA&VI.

--- (2) Formulate policy, guidance, and procedures for development of PA&VI E&T programs to meet joint and Service-specific training requirements established by the Military Services for officer, enlisted and civilian personnel, other Federal and non-DoD Agencies, and international students.

(3) Exercise functional control over the DINFOS, including the Defense Photography School.

(4) Plan, program, and budget for all expenses incident to the operation of the DINFOS.

(5) Provide resources, through the Planning, Programming, and Budgeting System (PPBS), to support a new joint-Service training program, or revision of an existing training program to incorporate new training requirements. The responsibility of the AFIS to resource training programs shall commence in the year that the required funding is provided in the budget. Resources to support stand-alone and Service-specific training requirements are the responsibility of the requiring Military Services. Those resources may include equipment and/or personnel for course development and instruction.

(6) Function as the principal interface between the Office of the Assistant Secretary of Defense for Public Affairs (ASD(PA)), the DINFOS, the Military Services, and other DoD Components for training policy, procedures, requirements, conditions and standards for joint-Service E&T in the career fields of PA&VI.

(7) Develop, implement, and maintain the TTSB as the uniform process to establish PA&VI career field training requirements of the OSD, the Chairman of the Joint Chiefs of Staff, the Combatant Commands, the Military Departments, and the Coast Guard for E&T programs to meet joint-Service common core training requirements, to include other DoD Components authorized to establish training requirements.

(8) Implement a single and centralized training management system to identify Military Service and other DoD Component student training quota requirements, allocate student quotas on a fair-share basis, manage training seats, and provide other training management information in a cost-effective manner.

(9) Incorporate knowledge and skill requirements in training programs to support the training requirements of personnel assigned to joint billets in the career fields of PA&VI.

(10) Establish a management review team to perform periodic reviews for adequacy and compliance with established standards in the areas of resource management, student services and accommodations, equipment, facilities, quota management, and training program content.

(11) Enter into contracts, host-tenant inter-Service support agreements, or other arrangements with private institutions, individuals, other Governmental Departments and Agencies, colleges, and universities to provide basic and advanced E&T as well as base operating support.

(12) Determine staff and faculty personnel requirements to support operation of the DINFOS. The Inter-Service Training Review Organization procedures, described in AR 351-9/OPNAVINST 1500.27D/AFR 50-18/MCO 1580.7C (reference (e)), shall be used as a basis to determine instructor requirements. The fair-share allocation of instructors across the Military Services shall be validated every 3 years based on outyear quota requirements established at the annual Structure and Manning Decision Review (SMDR). Instructor requirements for fiscal year (FY) 1998 were validated in FY 1996.

(13) Publish an annual schedule of PA&VI courses.

(14) Maintain a central repository for DoD lessons-learned, studies, theses, and other materials about operations in the career fields of PA&VI. Prepare a bibliography for periodic distribution.

2. The Commanders of the Combatant Commands shall identify and provide AFIS their joint-Service PA&VI E&T requirements, in accordance with Chairman of the Joint Chiefs of Staff Instruction 3500.01 (reference (f)).

3. The Secretaries of the Military Departments shall:

a. Implement policy and procedures consistent with this Directive.

b. Plan, program, and budget to support Service-specific training requirements in the career fields of PA&VI.

c. Plan, program, and budget to support newly requested common core training, including personnel requirements, until AFIS has obtained resources through the PPBS for funding and equipment.

d. Provide resources to support training of students when emergent quota requirements have not been programed through the annual SMDR process and those requirements exceed the DINFOS' capacity to train. That Military Service shall provide resources to support training of those extra students as long as the training is required or until resources are provided to the AFIS through the PPBS and personnel acquisition processes.

e. Provide Military Service personnel to the staff and faculty of the DINFOS.

f. Provide qualified representation to the TTSBS and related forums to establish joint and Service-specific training requirements in the PA&VI career fields.

g. Identify annual student training requirements for attending the DINFOS by participation in a single and centralized training management system. Responsibility for timely entry and maintenance of student data in Service-unique training management systems resides with the Military Departments.

h. Provide and maintain an interface between the centralized training management system for DINFOS courses and Service-unique training management systems.

i. Provide command and control of students at the DINFOS.

F. EFFECTIVE DATE

This Directive is effective immediately.



John P. White  
Deputy Secretary of Defense

Enclosure  
Background

BACKGROUND

A. The Deputy Secretary of Defense Memorandum (reference (b) ) :

1. Transferred functional control of PA&VI and related maintenance training in the Department of Defense to the AFIS under the ASD(PA) .

2. Directed consolidation of the following into a single and joint-Service education and training facility:

a. DINFOS, Fort Benjamin Harrison, IN.

b. The Defense Visual Information School (formerly the 3420th Technical Training Group), Lowry AFB, Denver, CO.

c. The Naval Schools of Photography, Naval Air Station, Pensacola, FL.

B. The name DINFOS, as used in this Directive, refers to all three schools.